

# OptimalResume.com Launches Turnkey Virtual Outplacement Solution for Human Resources Departments



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Durham, N.C., March 12, 2009 – OptimalResume.com, an innovator in online career services used at more than 600 career centers nationwide, is now offering its private label virtual career platform to the human resources community to help streamline corporate outplacement efforts. At a time when companies and HR departments are facing unprecedented challenges, the need for cost-effective outplacement services for transitioned employees is essential.

Optimal Resume is a customized, scalable solution that can provide transitioned employees at all levels with 24-hour access to a complete suite of self-directed career tools for creating resumes, cover letters, ePortfolios, video introductions, and professional networking websites. Job seekers can practice interviews with a state-of-the art virtual job interview practice module, as well as conduct career research and assess their marketable skills.

Additionally, transitioned employees can search millions of jobs through the Simply Hired job database, integrated in the Optimal Resume platform. Simply Hired is a vertical job search engine that pulls listings from job boards, company pages, newspaper classifieds, and other data sources, creating the largest online database of jobs.

“Optimal Resume fills the gap between traditional severance and outplacement services,” said David McNasby, COO of Optimal Resume.com. “We can help organizations that are facing significant layoffs reduce their

overall outplacement liability while maximizing the delivery of outplacement services.”

Optimal Resume helps job seekers create a compelling presentation of their skills and abilities, facilitating rapid workforce reentry and promoting more efficient and useful interactions between job seekers and outplacement professionals. Through this service, employers can maintain connections with transitioning personnel in a rapidly changing business environment. With an integrated webcasting function, HP professionals can even record or host live online workshops.

“Our solution empowers displaced employees by providing them with vital tools to make the best impression possible,” McNasby said. “Offering Optimal Resume to exiting employees of all levels is a clear demonstration of corporate goodwill that has a tremendously positive brand impact.”

For information on corporate or outplacement service offerings, contact Aimee Day, 919-354-5024, [aimeed@optimalresume.com](mailto:aimeed@optimalresume.com).

**About Optimal Resume.com**

Optimal Resume.com is the new technology leader in online career services and is headquartered in North Carolina’s Research Triangle Park. In 2005, the company launched Optimal Resume™, its award winning, web-based resume-building program developed in partnership with the University of North Carolina at Chapel Hill. Since then, Optimal Resume’s efforts have directly helped more than 300,000 college students secure employment, 600 career centers manage day-to-day workflow, and thousands of employers locate talent and reduce cost per hire.

Optimal Resume's flexible product line not only has applicability for college career centers, but also for high schools, workforce boards, human resources departments, outplacement firms, associations, libraries, and more. With state-of-the-art, private-label or co-branded platforms, job seekers at all levels can now use Optimal Resume’s online services to create and manage all components of a successful job search campaign, including high-quality resumes, business letters, ePortfolios, video introductions, skills assessments, and interview practice. For more information visit <http://OptimalResume.com>

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